

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**

September 9, 2014

4:00 – 6:00 p.m.

AMPAS Pickford Center  
1313 Vine Street, Los Angeles, CA 90028

**Officers and Directors Present**

Carol Massie, President, McDonald's Restaurants  
Elizabeth McDonald, Secretary, The Los Angeles Film School  
Brian Folb, Paramount Contractors  
Kitty Gordillo, Hollywood Wilshire YMCA  
Chase Gordon, Avison Young  
Elva Hernandez, Hudson Pacific Properties  
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences  
Fred Rosenthal, Ametron

**Absent**

Fabio Conti, Vice President, Fabiolus Cucina  
Charles Eberly, The Eberly Company  
James Haydu, ex-officio member, SEE-LA  
Melissa Logan, Amoeba Music  
Arthur Stroyman, Kilroy Realty Corporation

**Consultants**

Ginnie Gallo, Hollywood Property Owners Alliance  
Sarah Besley, Hollywood Property Owners Alliance  
Joe Mariani, Hollywood Property Owners Alliance  
Kerry Morrison, Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance

**Guests**

David Simon, Kilroy Realty  
Bob Linder, Essex Property Trust  
Kris Golder, Essex Property Trust  
Ira Handelman, Handelman Consulting, Inc. (with, Essex Property Trust)  
Carolyn Ramsey, Candidate for CD-4  
Dana Cremin, Carolyn Ramsey Campaign  
Jose Gonzalez, CHC Finance Manager  
Jeff Masino, Academy Film Archive

**I. Call to Order**

Carol Massie called the meeting to order at 4:12 p.m.

## **II. Public Comment & Introductions**

- **Academy Square Project:** David Simon, from Kilroy Realty Corp. presented plans for Academy Square which will include 260,000 sq. ft. office space, 20,000 sq. ft. retail, and 250 rental units. Kilroy is aiming to finish their entitlements in 2015 and begin construction in the first quarter of 2016.
- **Essex Hollywood Project:** Bob Linder, Essex Property Trust, presented plans for the Essex Hollywood mixed-use project which will include 200 residential units and 4,700 sq. ft. of retail on Sunset Boulevard. The 38,000 sq. ft. Nickelodeon building (Earl Carroll Theatre) will be preserved. Essex is aiming to finish their entitlements in late 2015.
- **Carolyn Ramsey:** Candidate for Council District 4, introduced herself to the Board and spoke about her focus as councilwoman.

## **III. Approval of Board Minutes**

The minutes from the June 10, 2014 board meeting were distributed to the board.

**It was moved by Chase Gordon, seconded by Brian Folb, and CARRIED to approve the minutes from the meeting on July 9, 2014. Unanimously approved.**

## **IV. Treasurer's Report – Jose Gonzalez**

- A. **Financial Statements:** CHC Financial Manager, Jose Gonzalez, provided an overview of the financial statements ending on August 30, 2014. A year-end cash flow statement and detailed monthly statement was distributed to the Board. According to Gonzalez, BID is on good footing with no cash flow deficiency. They will be enough funds for January expenses, being that the funds from the city are not deposited until February. The BID has collected 95% of its 2014 assessments. Expenses about 7% under budget.

**It was moved by Brian Folb, seconded by Elizabeth McDonald, and CARRIED to approve the August 31, 2014 financial statement. Unanimously approved.**

## **V. COMMITTEE & PROGRAM REPORTS**

### **A. Marketing and Communications – Devin Strecker**

1. **Hollywood & Dine:** Strecker reported that ten (10) local restaurants have confirmed their participation in the October 2, 2014 event. Strecker asked the board for their assistance in reaching out to local restaurants and businesses who may participate in the event. The LA Film School is a major sponsor. The planning committee has agreed that any proceeds resulting from the event will be donated to The Center at Blessed Sacrament.
2. **2014/15 Hollywood Visitors Guide:** Strecker reported that an advertiser has offered to purchase the cover, but additional participants are needed. The map, which is produced once a year, has been entirely supported through advertising and without any use of BID funds.

**B. Streetscape & Planning Committee – Sarah Besley**

1. **Green Vine Project:** Besley reported that there is a suspect in the tree vandalism case, however no arrest has been made and no vandalism has occurred since the last week in June. Besley organized a walk-thru with Gary Peterson, from Landsco, and in his opinion, only 19 of the 62 trees need to be replaced. The 43 other trees appear to be recovering and may grow back properly.
2. **Big Belly Compactors:** Through the course of obtaining costs for purchasing, transporting and refurbishing the used Big Belly compactors, Besley was informed that city permits would be required and the process could take up to four (4) months with a fee. Consequently, CD-13 is offering to remove the compactors from their existing locations in Historic Filipinotown and place them in storage until the permits are granted.
3. **Hollywood Mobility Summit:** Staff is beginning to develop an agenda for a BID Mobility Summit to educate stakeholders on various initiatives underway and also enlighten property owners on the possibility of improving mobility in Hollywood through projects that provide alternative forms of transportation. Several speakers are being considered including the former transportation commissioner from New York City, Janette Sadik-Khan, and Seleta Reynolds, the new General Manager of LADOT, who previously oversaw transportation projects in San Francisco. Staff is aiming to host the seminar in January, 2015.

**C. Security Committee – Kerry Morrison, Joe Mariani**

1. **Security Report:** Morrison handed out a detailed report to the Board from BID Executive Security Director, Steve Seyler. The report, summary from July 17 through September 7, 2014, security incidents in the Sunset and Vine BID.
2. **Public Safety Camera Installation:** Mariani reported that the repeaters are back on the Kilroy building. Stroyman assured Mariani that installation of the three (3) cameras will begin on Monday, September 15, 2014.
3. **Discourage Panhandling:** Morrison reported that the security committee is researching the pros and cons of using adapted parking meters to collect monies for the homeless while discouraging panhandling. For the Hollywood pilot project, which is a joint effort between the BID and CD-13, DOT has donated 12 meters and another firm donated the internal workings so the meters can accept credit cards as well as coins. Morrison stressed the importance of the messaging to ensure the program's success. The security committee will continue to explore this concept and will report back to the board on their progress.
4. **County effort to divert mentally ill offenders from jail to treatment:** Peter Eliasberg, ACLU, is scheduled to give a report to the Security Committee on September 11<sup>th</sup> on the need to divert low-risk offenders who suffer from mental illness from jail and into community treatment. Today, without treatment, they end up back on the streets and the cycle repeats itself. Supervisor Mark Ridley-Thomas supports an initiative which calls for the diversion of 1,000 mentally ill people from the criminal justice system into community-based treatment.

Morrison noted that other cities have been successful implementing this program and the board may consider drafting a letter of support.

- D. **Nominating Committee** Two (2) Board members, Keith Ragadio and Katie Seyour, have recently resigned due to job changes resulting in (3) board vacancies. The annual call for nominations will commence on October 3<sup>rd</sup> and the board may also submit recommendations to the nominating committee during that process.

#### **VI. Staff Reports**

- A. **AB2618** – Morrison reported that the Bill was passed and signed by the Governor, after \$87,000 was raised by BIDs statewide.

#### **VII. Next Meeting**

Tuesday, October 14, 2014 at 4:00 p.m.

#### **VIII. Adjourn**

The meeting was adjourned at 5:55 p.m.